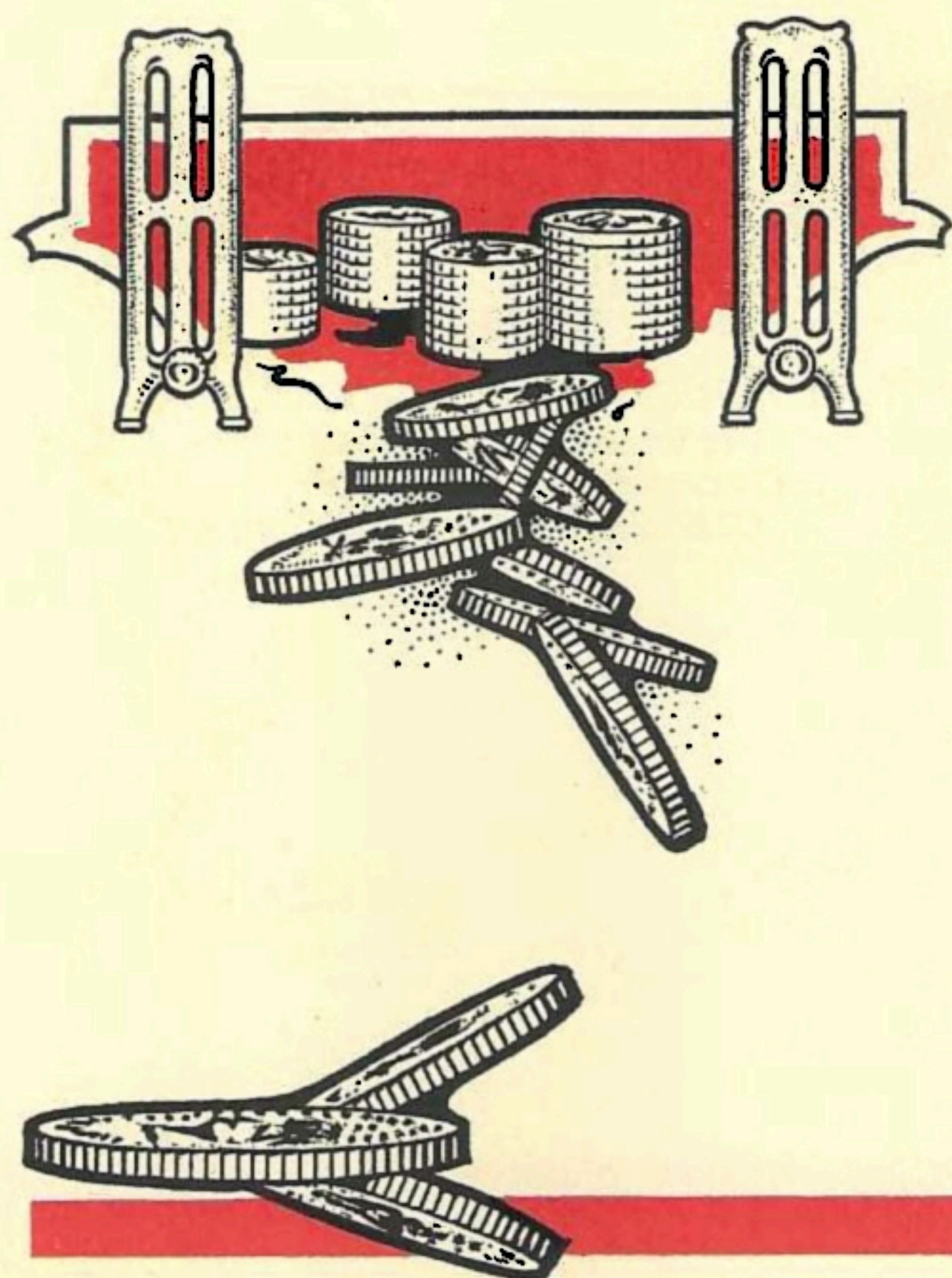


IDEAL HEATING INVESTMENTS



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Investment Examples



To make a happy fireside clime,
For wean and wife,
Is the true pathos and sublime,
Of human life. — Burns.

When a house owner puts a Hot Water or Low Pressure Steam Heating outfit, which may cost, for example, \$250, in a cottage costing \$2,250 to build, the amount is not "spent and gone." It is so well invested that the building becomes good for \$2,500 to sell, *at least*. And if the rental was \$250 a year the new heating outfit would increase it to \$275 or \$300—or 10 per cent to 20 per cent on the money invested. This is the common experience, no matter whether the building is old or new.

The question arises with property owners of limited incomes: "How can I make this good investment?" The answer in many cases would be: "Make your choice of investments—choose the most important improvement first."

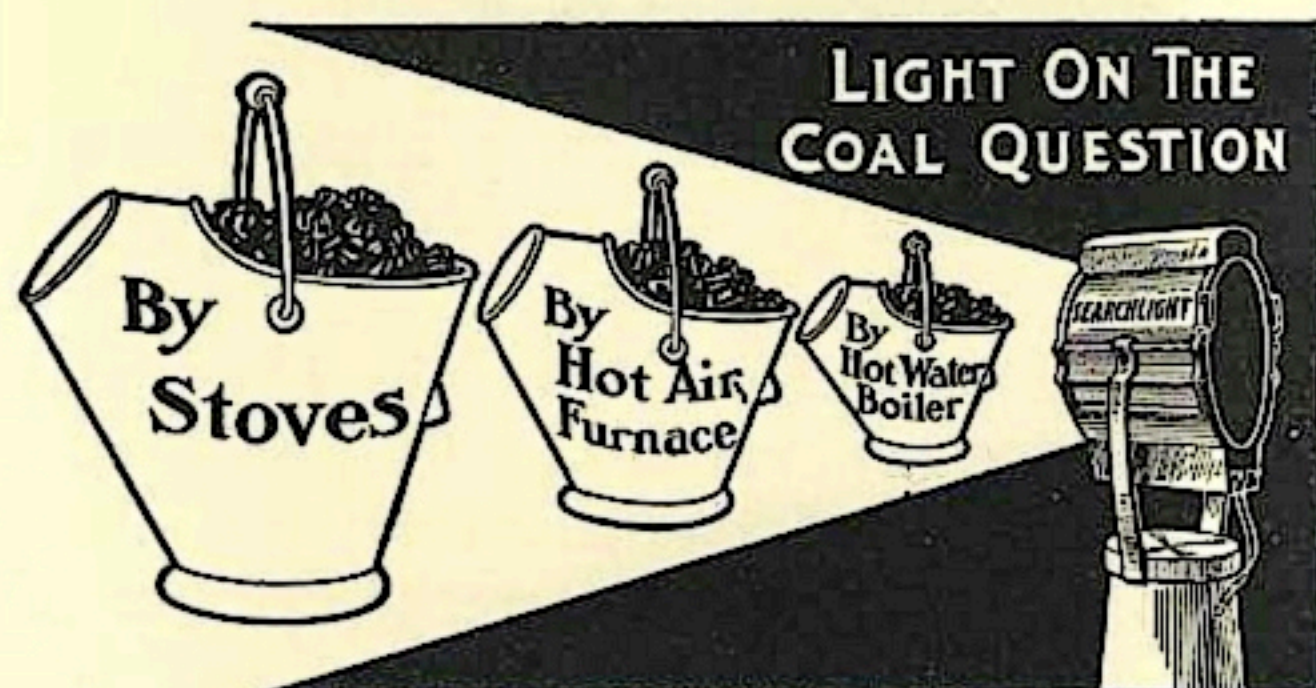
IDEAL Boilers and AMERICAN Radiators are more valuable to the building than the veranda, bay window, or any other feature. So, too, the little larger first investment over cost of a cheap heating arrangement could be quickly made up by omitting the useless inner doors, extra chimneys, mantels, fancy lamps that are never lighted, books never read, vases containing no flowers, etc.

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The bank may pay 3 per cent interest on the cash difference between the cost of putting in a hot air furnace or stoves, and the cost of a complete outfit of AMERICAN Radiators and an IDEAL Boiler. But this difference invested in one of our Steam or Water Heating outfits will yield many times the 3 per cent in annual dividends, in the economy of fuel and labor, absence of repairs, and the long lasting value of the outfit. It is not the first cost of the plant, but the low cost of running it, coupled with durability, that make an IDEAL-AMERICAN outfit the best investment.

Dollar-Saving Economies

In thinking out the problem of heating, it is the question of costs that needs the light. If all owners of homes would figure further than first cost, old-fashioned heating



A flash-light comparison as to the relative amount of coal required by the different heating methods to do an equal amount of heating work

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methods would be more rapidly abandoned. It is the fuel and repair costs that count—the constant expense that continues as long as the building stands. The average fuel saving of Hot Water, Steam or Vacuum Heating will pay 15 per cent to 20 per cent annually on the extra investment for the outfit, and those dividends are perpetual. Thousands of Home owners have reduced their fuel bills one-half by replacing an antiquated way of heating with an IDEAL Steam or Water Boiler and AMERICAN Radiators.

The saving of but one ton of coal in a year will equal the interest on \$100, which covers the difference in cost of one of our outfits as compared with a hot-air furnace for a good sized house.

In IDEAL Boilers you can burn cheapest soft coal, slack or screenings, hard coal, pea coal, coke, lignite, gas, wood, oil, anything that will burn. All the heat, excepting the small percentage necessary to maintain draughts, is delivered to the rooms and not wasted up the chimney.

Affects Real Estate Values

Why is it that you find here and there really attractive homes in convenient neighborhoods labeled year in and year out "For Sale or To Rent?" In most cases the trouble is internal—their old-fashioned heating equipments. Any real estate man will

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tell you that buildings which are Hot Water, Steam or Vacuum heated with AMERICAN Radiators and IDEAL Boilers will attract and hold best tenants at 10 to 15 per cent higher rentals; the property sells quicker, and owner gets back the full cost of the heating outfit. IDEAL Boilers and AMERICAN Radiators are annually assisting to revive thousands of these nonproductive, uncomfortable old buildings, thus giving them a new value as good renting or sales propositions.

The statement placarded on a building "Heated by Steam" or "Heated by Hot Water" is now generally understood to mean that cottages, mansions, stores, or offices thus equipped are made so comfortable with so low a fuel cost and so little care as to insure quicker sale or a satisfactory



Old Fashioned heating ruins the value of many otherwise good real estate investments. Our methods restore values

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rate of rental. American people are too well educated on modern comforts and economies combined to want or accept poorly heated homes, stores, or other business places when they can easily secure the better equipped buildings. Landlords, therefore, always find a profitable investment in AMERICAN Radiators and IDEAL Boilers for they also assist very much to obtain a better class of tenants—those who renew year in and out, and stay satisfied. People expect to pay more for the added living-comfort, cleanliness, convenience of a Hot Water Low Pressure Steam or Vacuum heated building.

For Old Buildings

It is not necessary to wait until you build a new house to enjoy all the benefits which follow an investment in one of our Hot Water or Low Pressure Steam Heating outfits. IDEAL Boilers and AMERICAN Radiators can be put into an old cottage, house, store, school, church, hotel, whether in country, town, or city, with little annoyance or disturbance to occupants. They are made on the unit or sectional plan, so will pass through cellar door of any building already erected, and can be made larger or smaller if the building is later altered in size.

IDEAL Boilers are made to fit 3-room cottages to 90-room buildings or larger.

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AMERICAN Radiators are made in thousands of regular and irregular shapes so that they will fit most any location in an old home or other building.

Outfits are quickly put into old buildings in mid-winter if necessary, without disturbing old heating methods until ready to start the fire in the new.

A Common Improvement

IDEAL Boilers and AMERICAN Radiators are put in thousands of old homes each year to replace stoves and hot air systems which have been tried and abandoned. The waste of the old way is enormous, the principle is wrong—antiquated and found wanting.

It should be easy to decide between buy-



A cold house is indeed a sad climax to the many efforts of the day—no home sweetness there

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ing old-fashioned heating methods, paying a high penalty for their troublesomeness, wastefulness, and short life, as compared with the durable heating by Steam or Water.

Some cottages commence by putting in a few radiators only (as in dining-room, living-room, bath-room, and children's bed-room), and later adding others as they can afford them.

What is the Investment?

Among the thousands of letters which we receive every month, the question most often put is: "What will it cost to heat my cottage, consisting of — rooms?" It is naturally a question which cannot be easily answered off-hand. The owner forgets that all five, six, or seven room cottages (as the case may be) are not built exactly alike as to size of rooms, height of ceiling, amount of window or glass surface, nor are they equally well protected—equally weather-tight; some have good, bad and indifferent chimney flues. These factors decide the character and size of the heating outfit for each particular building and the cost thereof.

The majority of houses cost between \$2,000 and \$5,000. A Steam or Water outfit costs about 9 per cent to 12 per cent of the total cost of the house. This applies as a broad rule, some houses being so built with bay windows, wings, etc., as to de-

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mand an unusual amount of piping and radiation. Then, too, freight charges, condition of labor market, method of piping, etc., affect the costs.

The only fair and correct way to determine just what the investment will be for your own residence or other building is to have a careful examination made of your exact heating needs. We are glad to assist property owners to secure estimates of exact cost so that each person interested can see not only what the first investment may be, but also get a better idea of the value of one of our IDEAL-AMERICAN heating outfits which will produce the largest amount of comfort with the lowest annual expense of up-keep.



Cleanliness is next to godliness, but requires a well warmed bath room to its full enjoyment.

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Durability of Investments

Stoves or hot air furnaces do not add to substantial building investment. Such heating is of temporary character, certain to need repairing and replacing from time to time. Hence cheap forms of heating apparatus are an expensive economy,—a losing investment. These old-fashioned ways of heating are short lived and in a few years the owner must either spend considerable for new parts to replace those cracked, warped, worn, or rusted out—or buy new apparatus. The investment soon disappears and the purchase proves to have been an expense divided up between seven, ten or twelve years according to the heater's quality.

The average life of a stove or a hot air furnace is about twelve years. While the stove or hot air furnace may not be entirely replaced, the repairs in that period often equal a large portion of the original cost.

Not so with our heavy cast iron IDEAL Boilers and AMERICAN Radiators. They will outwear almost any building and become a permanent part of your real estate investment. They are made of the finest grade of new cast iron and are put together so they cannot get out of order. As the Boiler parts are always backed by water or steam they cannot warp or burn out and they do not rust or corrode like the thin

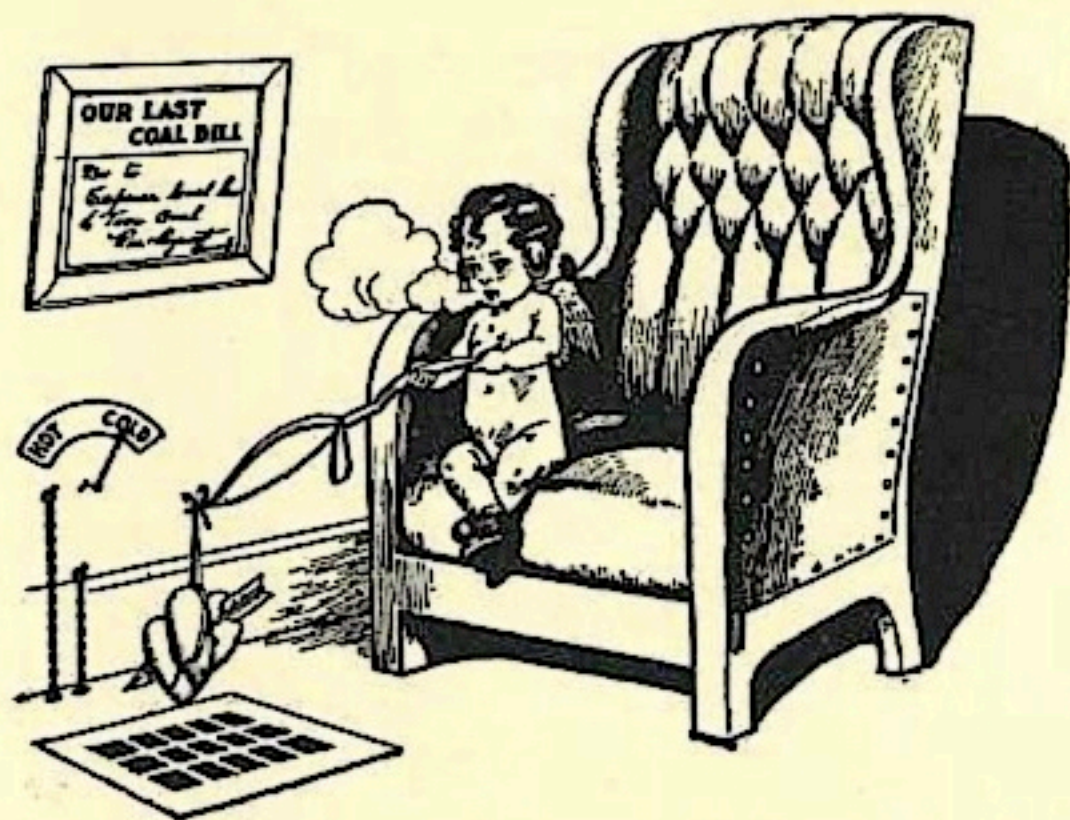
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wrought metal drums, smoke radiators, and tubes of cheap heating devices.

An IDEAL-AMERICAN heating outfit means permanence, freedom from breakdowns and repairs—an investment good for the life of the building. Once in place your heating problem is settled for good.

Labor-Saving Investment

All housewives know how much extra house-cleaning old-fashioned heating methods require, as they bring so much ashes, soot, and coal-gases into the living rooms; also that they soon ruin carpets, wall-paper, and draperies. The daily house labor in sweeping, dusting, and wiping up caused in homes heated by stoves and hot air devices is a large item in household care-taking.



Love in a cold house is not impossible, but it finds readier expression in the cosy comfort of warm rooms.

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The Spring and fall house-cleaning work is also excessive: the effect on furnishings is bad, especially when coal and ashes are carried through the rooms.

Again the care-taking necessary to run a stove to heat one room will run an IDEAL Steam or Water Boiler to heat six or eight rooms. In all ways—house labor, or cellar care-taking—an IDEAL-AMERICAN heating outfit saves much drudgery—a great boon to women! It adds greatly to the pleasure of housekeeping, saving the damage to house furnishings caused by imperfect methods that distribute gas, dust and dirt throughout the rooms of the building. Can there be a better investment for home comfort and cleanliness?

Three or four gallons of water twice a season will keep the boiler filled. Fire runs without attention for at least eight hours in coldest weather. It is wonderfully simple, and easy to run an IDEAL Boiler as it practically runs itself—like an automatic servant.

Insurance Risks

The use of modern Steam and Water heating always entitles the building to lower insurance rate which is worth considerable so far as it goes. But the main element is found in the highest degree of safety for the occupants of the building and for the property. Several million dollars worth of prop-

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erty is annually consumed in our country by fires caused through old-fashioned heating methods which are forced or strained to the utmost on bitter cold days to make some of the rooms habitable. In heating with stoves, fires are kept up in several rooms with increased fire risk; with our outfits one fire is confined in a tight iron firepot, having no connection with rooms above. As every inch of the fire surface is surrounded by water, there is no fire risk at all. Buildings equipped with IDEAL Boilers and AMERICAN Radiators are free from this risk and the best evidence is found in the lower rates which insurance companies are willing to make.

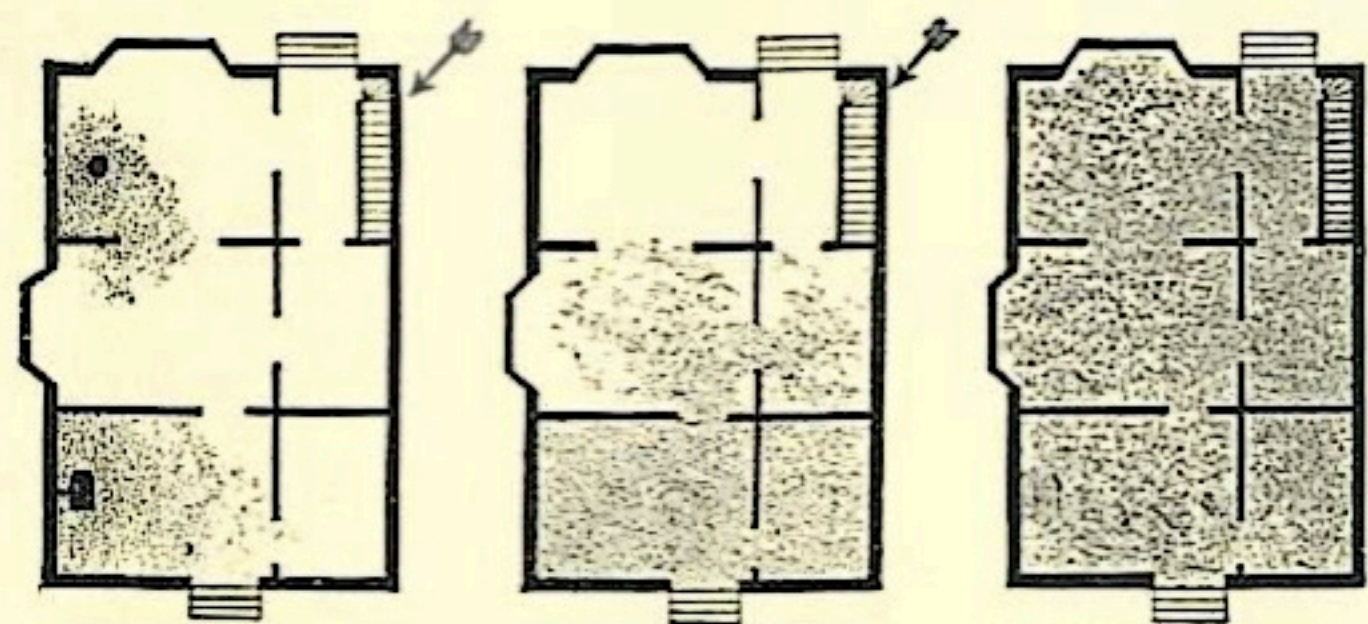
To sum up: one of these outfits is the best investment possible for the comfort, safety, sanitation and value of your building.



The AMERICAN Radiator makes the best foundation post when planning the comfort of the new home.

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Showing inhabitable portions of house in zero weather and a northeaster blowing



Heated "in Spots" by Stoves

One-sided Heating by Hot Air Furnace

Evenly warmed by Steam or Hot Water

Heating Comparisons

	HOT AIR	STEAM	HOT WATER
First Cost	Small	Moderate	Reasonable
Coal Used	18½ Tons	13½ Tons	10 Tons
Average Durability.	12 Years	Indestructible *	Indestructible *
Heat Distribution ..	Uneven, Difficult	Positive	Unsurpassed
Temperature	Variable	Uniform	Unexcelled
Ventilation	Bad, Draughty	A-1 with Indirects	A-1 with Indirects
Quality of Air	Scorched, Burned	Good	Genial, Fresh
Dust and Dirt	Much	None	None
Danger of Fire	Great	None	None
Danger of Explosion	Slight	None	None
Noise	Pipes Conduct Much	Noiseless	Noiseless
Management	Troublesome	Easy, Automatic	Easy, Automatic
Percentage of Cost of Building	7	10	12
Fuel Economy	Extravagant	Reasonable	Full Value

* When IDEAL cast-iron boilers are used.

Send for our valuable booklet, "THE HOMES SUCCESSFUL."

AMERICAN & IDEAL RADIATORS & BOILERS

AMERICAN RADIATOR COMPANY

GENERAL OFFICES: CHICAGO

NEW YORK	-	104-108 West 42d Street
BOSTON	-	129-131 Federal Street
PHILADELPHIA	-	1342 Arch Street
WASHINGTON	-	317 Union Trust Building
BUFFALO	-	Court and Franklin Streets
PITTSBURG	-	601-2-3 Hartje Building
CINCINNATI	-	Fourth and Elm Streets
ATLANTA	-	508 Candler Building
BIRMINGHAM	-	406 Chamber of Commerce
CLEVELAND	-	710 Prospect Avenue
DETROIT	-	Woodward Cor. Jefferson Ave.
CHICAGO	-	282-286 Michigan Avenue
MILWAUKEE	-	214 Sycamore Street
INDIANAPOLIS	-	243 N. Pennsylvania Street
ST. LOUIS	-	Olive and 15th Streets
MINNEAPOLIS	-	229 Fifth Street, South
OMAHA	-	413-417 South Tenth Street
KANSAS CITY	-	312-314 East Eighth Street
DENVER	-	1522 Glenarm Street
SAN FRANCISCO	-	Monadnock Building
SEATTLE	-	522 Pike Street
BRANTFORD, ONT.	-	17 Market Street
LONDON, W.	-	439-441 Oxford Street
PARIS	-	24 Rue de Mogador
BERLIN	-	35 Alexandrinen Strasse
MILAN	-	98 Corso Sempione